Data and Privacy File Guides

Apple Media Services: Marketing Channel Attribution Using Application Opens

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File name	Marketing Channel Attribution using Application Opens.csv
File description	This file contains information related to identifiable events for marketing attribution.
Why Apple keeps this information	Apple retains this information in order to understand how users are subscribing to the service.

Field Name	Details
App Name	Name of the authorized App
App Version	The version of the App in which the user took action
Client Event ID	The identifier for the client generated event
Connection	The type of internet connection
Destination URL	The URL the user clicked on
Event ID	Unique identifier generated for each event
Event Time	Date and time on which the activity occurred
Event Type	The user action taken on an App
Event Version	The schema version for the action taken by the user
External Referral URL	Application from which the user was referred to the current application or web page
Hardware Model	Model of hardware used
Host App	The App from which the Apple Media Property functionality was used
Operating System	Operating system used to complete the action
Operating System Version	Version of the operating system used to complete the action
OS Build Number	Operating system build number used to complete the action
Page	Version of the operating system used to complete the action
Page Context	The context within which a page is viewed (e.g., WatchNow, Library, Originals)
Page ID	The page on which the user action was completed
Page Type	Describes the type of page on which the user action was completed

Field Name	Details
Page URL	Describes the type of page on which the user action was completed
Post Time	The time the event was posted to Apple's servers
Referral App Name	Name of the referring application that caused the active application to launch
Screen Height Pixel	Device screen height, in pixels
Screen Width Pixel	Device screen width, in pixels
Store Front	The country store front in which the user's action occurred
Timezone Offset Min	The difference between GMT (UTC) and the user's local time when an event originated, in minutes
Topic	The area of study to which a context relates
User Agent	Information about the user's device from which the action occurred, including information about the operating system and browser
User ID	User ID shared with the service provider (this is not the user's Apple ID)